## CLAIMS

**1- 23. (Canceled)**

**24. (Currently Amended)** A system for determining context comprising:

a processor; and

one or more computer-readable media encoded with:

a first hierarchical tree structure having multiple nodes associated with a first context, wherein the first hierarchical tree structure resides on the one or more computer-readable media and the first hierarchical tree structure comprises a standardized view of the Earth;

at least one second hierarchical tree structure having multiple nodes associated with a second context, wherein the second hierarchical tree structure resides on the one or more computer-readable media and the at least one second hierarchical tree structure comprises an organization-specific view of at least a portion of the Earth, the organization-specific view comprising a physical/logical entity that links into specific portions of the Earth and the organization-specific view has no context outside of the organization, wherein the at least one second hierarchical tree structures comprise a plurality of nodes, wherein each node is assigned an organization-specific proprietary identifier; and

at least one node from the at least one second hierarchical tree structure being linked with one node on the first hierarchical tree structure by a link that is configured to enable a complete context to be derived from the first and second contexts, individual

nodes having unique IDs that serve as a basis by which attributes are assigned to goods or services, wherein attributes assigned to goods or services comprise a relative importance that identifies geographic importance relative to a region;

said multiple nodes comprising parent and children nodes, at least some of the parent nodes and their associated children nodes having IDs that are unique for the associated node.

**25.** **(Original)** The system of claim 24, wherein the first and second contexts comprise a location context.

**26.** **(Original)** The system of claim 24, wherein the nodes of the first hierarchical tree structure comprise geographical divisions of the Earth.

**27.** **(Original)** The system of claim 26, wherein the nodes of the at least one second hierarchical tree structure comprise physical and/or logical entities.

**28.** **(Original)** The system of claim 24, wherein the first and the at least one second hierarchical tree structures comprise a plurality of attributes, one of which comprising information that pertains to the tree with which the node is associated.

**29.** **(Original)** The system of claim 28, wherein the information comprises a universal resource locator (URL).

**30.** **(Original)** The system of claim 24 further comprising one or more goods or services associated with one or more of the nodes of the at least one second hierarchical tree structure.

**31.** **(Canceled)**

**32.** **(Canceled)**

**33.** **(Original)** The system of claim 24, wherein the computer-readable media is embodied on a mobile computing device.

**34.** **(Original)** The system of claim 24, wherein the computer-readable media is embodied on a desktop device.

**35.** **(Original)** The system of claim 24, wherein the computer-readable media is embodied a handheld mobile computing device.

**36.** **(Original)** The system of claim 24, wherein the computer-readable media is accessible to a computing device via the Internet.

**37.-47.** **(Canceled)**

**48. (Currently Amended)** One or more computer-readable media having computer-readable instructions thereon which, when executed by a computing device, cause the computing device to:

access first and second hierarchical tree structures, each tree structure having multiple nodes, the nodes of the first hierarchical tree structure being associated with a first location context, the nodes of the second hierarchical tree structure being associated with a second location context and each node of the second hierarchical tree structure being assigned an organization-specific proprietary identifier, at least one node of the second hierarchical tree structure being linked with a node of the first hierarchical tree structure; and

traverse at least one node of each tree structure to derive a location context, at least one node in a traversal path that leads to a root node of the second hierarchical tree structure being linked with a node of the first hierarchical tree structure, individual nodes having unique IDs that serve as a basis by which attributes can be assigned to goods or services, wherein attributes assigned to goods or services comprise a relative importance that identifies geographic importance relative to a region, said multiple nodes comprising parent and children nodes, at least some of the parent nodes and their associated children nodes having IDs that are unique for the associated node.

**49. (Previously Presented)** The one or more computer-readable media of claim 48, wherein the computing device automatically determines the computing device location context.

**50.** **(Original)** The one or more computer-readable media of claim 48, wherein the computing device is a handheld computing device.

**51.** **(Original)** The one or more computer-readable media of claim 48, wherein the computing device is a mobile computing device.

**52.** **(Original)** The one or more computer-readable media of claim 48, wherein the computing device is a desktop device.

**53.** **(Previously Presented)** The one or more computer-readable media of claim 48, wherein the computing device is a handheld computing device that automatically determines the handheld computing device location context.

**54.-57. (Canceled)**

**58.** **(Currently Amended)** A computer-implemented method of building context-aware data structures comprising:

receiving, by a particular computing device, input from a source that specifies information pertaining to physical and/or logical entities;

processing the information to define a hierarchical tree structure having a context, the tree structure comprising multiple nodes each of which represent a separate physical or logical entity, said multiple nodes comprising parent and children

nodes, at least some of the parent nodes and their associated children nodes having IDs that are unique for the associated node;

linking at least one of the multiple nodes to a node of another tree structure having a context and multiple nodes that represent physical and/or logical entities, individual nodes ~~having~~ comprising:

a unique [[IDs]] ID that serve as a basis by which attributes are assigned to goods or services, wherein attributes assigned to goods or services comprise a relative importance that identifies geographic importance relative to a region; and

an organization-specific proprietary identifier;

the tree structures being configured for traversal in a manner that enables context to be derived from one or more of the nodes.

**59. (Original)** The computer-implemented method of claim 58, wherein the context that is derived comprises a location context.

**60. (Original)** One or more computer-readable media having computer-readable instructions thereon which, when executed by a computing device, cause the computing device to implement the method of claim 58.

**61. (Canceled)**

**62.** **(Currently Amended)** A system for determining context comprising:

a processor; and

one or more computer-readable media encoded with:

a first hierarchical tree structure having multiple nodes associated with a first context, wherein the first hierarchical tree structure resides on the one or more computer-readable media and the first hierarchical tree structure comprises a standardized view of the Earth;

at least one second hierarchical tree structure having multiple nodes associated with a second context, wherein the second hierarchical tree structure resides on the one or more computer-readable media and the at least one second hierarchical tree structure comprises an organization-specific view of at least a portion of the Earth, the organization-specific view comprising a physical/logical entity that links into specific portions of the Earth and the organization-specific view has no context outside of the organization, wherein the at least one second hierarchical tree structures comprise a plurality of nodes, wherein each node is assigned an organization-specific proprietary identifier; and

at least one node from the at least one second hierarchical tree structure being linked with one node on the first hierarchical tree structure by a link that is configured to enable a complete context to be derived from the first and second contexts, individual nodes having unique IDs that serve as a basis by which attributes are assigned to goods or services, wherein attributes assigned to goods or services comprise a relative importance that identifies geographic importance relative to a region;

said multiple nodes comprising parent and children nodes, at least some of the parent nodes and their associated children nodes having IDs that are unique for the associated node;

wherein the nodes of the first hierarchical tree structure comprise geographical divisions of the Earth;

wherein the first and the at least one second hierarchical tree structures comprise a plurality of attributes, one of which comprising information that pertains to the tree with which the node is associated.

**63. - 65. (Canceled)**